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ABSTRACT

Listings are offered to inform teachers of the wide variety of materials which are available to assist them in developing consumer education programs at the elementary level. Seven sections list and describe 29 resource guides, 30 books, 15 periodicals, 33 films, 32 filmstrips, 18 multimedia kits, and three miscellaneous articles. Every entry contains publication data and name and address of source. Most entries include price or rental information; grade level; time (films and filmstrips); pages (books); and a short description of content, appropriate audience, learning objectives, and use of special equipment when necessary. The materials include bibliographies; directories of consumer offices; state curriculum guides; films on consequences of shoplifting, nutritional needs, and free enterprise; kits on money management and taxpayer role; and articles about primary school programs in consumer education. (AV)

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RESOURCE MATERIALS

STATE BOARD OF EDUCATION

Illinois Office of Education
Joseph M. Cronin
State Superintendent of Education

A RESOURCE DIRECTORY OF SELECTED CONSUMER EDUCATION MATERIALS FOR GRADES K-8

SP009846

Program Planning & Development Section
100 North First Street
Springfield, Illinois 62777

September, 1976

INTRODUCTION

A Resource Directory of Selected Consumer Education Materials For Grades K-8 has been developed to assist consumer educators in identifying resource materials.

The Illinois Office of Education extends its appreciation for the contributions of Dr. Stewart Lee, Editor of the American Council on Consumer Interests Newsletter, Ms. Trudy Napolillo and staff of South Stickney School District 111; Ms. Arline O'Connell of Flossmoor School District 161; and Ms. Helen Kloker of Elmhurst School District 205.

Listings in this directory are offered to inform teachers of the wide variety of materials which are available to assist them in developing consumer education programs at the elementary level. Inclusion of the materials in this directory is not intended as an endorsement or indication that these are the only items available. Responsibility for selecting and determining the quality and appropriateness of consumer education materials rests with the personnel of each school district.

It is our sincere hope that this directory will be of value in the improvement of instruction in consumer education programs throughout the state.

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RESOURCE GUIDES

The Bank Book. John D. Wool. 1973. 89 pp. $1.75. Frank E. Richards Publishing Company, 324 First Street, Liverpool, New York 13088.

An introductory book for teaching the use of banks to disadvantaged and slow learners.

Bibliography for Consumers. 1974. Everybody's Money, Box 431, Madison, Wisconsin 53701.

Complaint Directory for Consumers. 1974. Box 431, Madison, Wisconsin 53701.

Consumer Complaint Guide. Joseph Rosenbloom. Macmillan Publishing Company, New York, New York. 1975. Teachers' Resource. $4.95.

Book offers some advice for the buyer to consider prior to making a purchase. It discusses how to make a complaint and how to find the right person or agency to help. The book also contains a list of companies and their responsible executive engaged in providing products or services.

Consumer Economics Materials. Paul S. Amidon and Associates, Inc., 5408 Chicago Avenue South, Minneapolis, Minnesota 55417. Elementary and secondary catalogs free.

This company has produced a variety of consumer education materials. One kit includes 17 transparencies and 9 "think study" sheets for grades 4-6 on economics which includes consumer education topics. The variety of high school materials includes transparencies, cassettes, booklets, and a simulation model on buying a car which may be used with or without a computer. Additional topics covered in the various kits include Personal Money Management, Fair Credit Reporting Act, Truth in Lending Act, and "Mod Money Management."

Consumer Education: A Model of an Interdisciplinary K-12 Curriculum Approach to Consumer Education Processes. 1975. 44 pp. Free. National Foundation for Consumer Credit, Inc., 1819 H Street, N.W., Washington, D. C. 20006.

Consumer Education--Elementary, Intermediate, Junior High School. Bureau of Curriculum Development, Board of Education, City of New York.

Consumer Education: Its New Look. The BULLETIN of the National Association of Secondary School Principals, Consumers Union, Mount Vernon, New York 10550. October, 1967. $2.00. 115 pp.

Consumer Education Bibliography. 1971. Office of Consumer Affairs, Executive Office of the President, 192 pp. $1.00. Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402.

Consumer Education Curriculum Guide for Ohio, Grades K-12. State Department of Education, Division of Vocational Education, Home Economics Section, State Office Building, Columbus, Ohio. 1970.

Consumer Education for Kindergarten Through Grade 8. Illinois Office of Education, Springfield, Illinois. 1976.

Contains an outline of content, behavioral objectives, and related activities for the following topics at the primary, intermediate, and upper elementary levels: Consumer Rights and Responsibilities, Factors in Money Management, Money and Banking, Using Consumer Credit, Comparison Shopping, Measurement Awareness, Food, Clothing, Housing, Transportation, Community Helpers, Consumer Health, Recreation, Warranties and Guarantees, Consumer Fraud and Deception, Insurance, Savings and Investments, Taxes, The Role of the Consumer in Our Economic System.

Consumer Information. Superintendent of Documents, Consumer Information Center, Pueblo, Colorado. Teachers' Resource.

A quarterly published index of selected federal consumer publications. This catalog lists several free or inexpensive publications on a variety of consumer related topics.

Consumer Sourcebook. Paul Wasserman, editor. 1974. 604 pp. 11 x 8 1/2 in., hardback. $35.00. Gale Research Company, Book Tower, Detroit, Michigan 48226.

A remarkable job has been done in compiling in one big book what can be found if one is willing to search in a variety of sources. This is, "A Directory and Guide to Government Organizations; Associations, Centers and Institutes; Media Services; Company and Trademark Information; and Bibliographic Material Relating to Consumer Topics, Sources of Recourse, and Advisory Information." A "must" reference book for a well-equipped consumer library.

The Consumer's Guide to Better Buying. Sidney Margolius. 1972 revised edition. 436 pp. $1.25. Simon and Schuster, Inc., 630 Fifth Avenue, New York, New York 10020.

Many who found the 1963 edition of value will be glad to see this revised edition available. This is certainly one of the basic how-to-buy books that should be on school and personal library shelves. It covers a wide variety of significant subjects.

Directory of State, County and City Government Consumer Offices. 1974. $1.10. U. S. Government Printing Office, Washington, D.C. 20402.

A total of 223 consumer offices in the 50 states are listed in this directory. It will aid consumers and government offices in locating government agencies with specific responsibilities in given areas.

Directory, Federal, State, County, and City Government Consumer Offices. March 31, 1975. 78 pp. $.90. Government Printing Office, Washington, D.C. 20402.

Early Childhood: Consumer Education. 1973. 72 pp. $3.00. Consumers Union ESD, Orangeburg, New York 10962.

This is one of six case study books in the Consumer Education Materials Project done under a grant by the Office of Education to CU. This book covers case studies of parent programs and classroom programs.

Elementary Level: Consumer Education. 1972. 77 pp. $3.00. Consumers Union, Mt. Vernon, New York 10550.

This is one in a series of six case study books which are being developed by Consumers Union under a grant from the Office of Education, U. S. Department of Health, Education and Welfare. Actual case studies of consumer education at work under conditions of interdisciplinary programs and individual teacher programs are presented. A wealth of ideas is presented. This should be a real idea source book for the elementary teacher who is desirous of introducing consumer education to the students.

Enriching the Curriculum Through Consumer Education. Euclid Public Schools, Euclid, Ohio. 1972. $5.12.

Forming Consumer Organizations. 1972. 32 pp. $.35. U. S. Government Printing Office, Washington, D.C. 20402. Prepared by the Office of Consumer Affairs, Executive Office of the President.

This is a step-by-step outline of all the details in getting a consumer organization established. It includes sample bylaws and constitution.

A Guide for Evaluating Consumer Education Programs and Materials. Editor, Linda Lou Lucht. 1972. 23 pp. $1.25. American Home Economics Association, 2010 Massachusetts Avenue, N.W., Washington, D.C. 20036.

A brief but very thorough guide to be used in evaluating consumer education programs and materials with a series of scales that can be reproduced and used for each evaluation.

Guide to Federal Consumer Services. Washington, D.C., U. S. Government Printing Office. 1975.

Guide to Sources of Consumer Information. Sarah M. Thomas and Bernadine Weddington. 1973. Information Resources Press, 2100 M Street, N.W., Washington, D.C. 20037.

Ideas for Consumer Education. Kenneth Burke, Julie Kranhold. Fearon Bulletin Board Series, Belmont, California. 1974. Teachers' Resource. $1.50. Level: K-8.

One in a series of Bulletin Board Booklets. Provides a wide variety of bulletin board ideas that are easy to construct. Banking, Savings, Advertising, Price Comparisons, Free Enterprise, and Money Management are only a few of the topics included.

Information for Consumers. 1973. 48 pp. $.50. Credit Union National Association, Box 431, Madison, Wisconsin 53701.

This is the newest edition of CUNA's "Complaint Directory." Addresses are given of Federal and state agencies; major consumer product manufacturers in the United States and Canada; non-government consumer organizations; and of senators and representatives. A handy reference when you wish to make your consumer complaint known.

List of Materials on Money and Banking for Elementary and Secondary Schools. The American Bankers Association, 12 East 36 Street, New York, New York 20016.

The Medicine Show. Editors of Consumer Reports. 1974 revised edition. 384 pp. $3.50. Pantheon Books, 201 East 50th Street, New York, New York 10022.

This completely revised and expanded edition should prove of value to families and should be made available in libraries. It should be the first place to check for first aid, information on drugs as to efficacy, safety and possible alternatives, etc.

Metrics for Home Use. Opal Massey. Willow House Publishers, Stockton, California. Book 4. Cherrington-Fearon-Massey; Series of Six Metric Books. 1974. $2.50. Teachers' Resource.

An introduction to the metric system as it relates to daily use, i.e., cooking utensils, appliances, sewing, fabrics and patterns, furniture, recipes.

Suggested Guidelines for Consumer Education - Grades K-12. President's Committee on Consumer Interests. Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402. 1970. $.65. 66 pp. Teachers' Resource.

Guidelines developed to assist in the implementation of Consumer Education in the United States. Four program areas are presented and each section includes activities: Consumer as an Individual, Consumer as a Member of Society, Consumer's Alternatives in the Marketplace, Consumer's Rights and Responsibilities.

BOOKS

Advertising's Role in Society. John S. Wright and John E. Mertes. 1974. 520 pp. $6.50. West Publishing Company, 50 W. Kellogg Boulevard, St. Paul, Minnesota 55172.

A collection of 63 readings that covers economic, societal, business, personal, ethical, consumer, and governmental views of advertising. The number of readings and the breadth of coverage make this a valuable reference book on the subject.

The American Food Scandal: Why You Can't Eat Well on What You Earn. William Robbins. 280 pp. $6.95. William Morrow and Company, 105 Madison Avenue, New York, New York 10016.

An expose type book with the food people as villains. This book received interesting reviews in the daily and Sunday New York Times, The Wall Street Journal, and Advertising Age.

Be A Smart Shopper. Kathlyn Gay. 1974. 64 pp. $5.95 hardback. Julian Messner, Inc., 630 Fifth Avenue, New York, New York 10020.

Basically an elementary grade text which touches many of the key topics of how to do a good job in the marketplace.

The Consumer and the American Economy. William F. Saalbach. Laidlaw Brothers, Thatcher and Madison, River Forest, Illinois 60305. 1974. $1.59 each. $1.26 TE. Interest Level: 8-10.

A series of five 96-page booklets for students, designed to involve students in the practical, everyday world of economics. The concept-oriented, inquiry approach used throughout the series creates an active role for students by involving them in analyzing, decision making, and problem solving. Booklet titles are: Economics for the Consumer, Managing Your Money and Credit, Learning to be a Better Buyer, Consumer Rights and Protection, The Consumer and Current Issues.

The Consumer in American Society. Personal and Family Finance. Arch W. Troelstrup. McGraw-Hill, New York, New York. 1974. Teachers' Resource. Library $13.50.

Discusses the basic fundamentals of consumerism and it is replete with up-to-date information about the fast changing market scene. Troelstrup also tries to relate to the reader what it means to be a consumer and to understand the consumer's role in relation to the economy.

Consumer Health. Scott, Foresman, and Company, 1900 East Lake Avenue, Glenview, Illinois 60025. 1973. Junior high school level.

Consumerism: The Eternal Triangle--Business, Government and Consumers. Barbara B. Murray. 1973. 469 pp. $5.95. Goodyear Publishing Company, 15113-15 Sunset Boulevard, Pacific Palisades, California 90272.

The 48 readings are grouped under 11 headings including consumerism, government, credit, business, marketing, advertising, warranties and product liability, truth-in-packaging, and low income groups. A good selection with breadth in coverage.

Consumerism: Search for the Consumer Interest. David A. Aaker and George S. Day. 2nd edition. 1974. 460 pp. Cloth -- $10.95. Paper -- $5.95. Free Press, Macmillan Publishing Company, 866 Third Avenue, New York, New York 10022.

A readings book on ecology, deceptive advertising, consumer action programs, the ghetto consumer, and inflation. Contains 38 reading selections. Eighty percent of the material in this edition did not appear in the first edition. One of the better readings books with variety and depth.

Consumerism: Things Ralph Nader Never Told You. Editors of Fortune. 1972. 128 pp. $1.25. Harper Torchbooks, 10 East 53rd Street, New York, New York 10022.

The six essays in this book appeared in slightly different form in Fortune Magazine during the first half of 1972. They deal with the consumer and phosphates, toys, food additives, auto safety, appliances, and packaging problems.

The Consumers Union Report on Life Insurance: A guide to planning and buying the protection you need. Editors of Consumer Reports. Revised Edition. 1972. 135 pp. $1.50 to subscribers of Consumer Reports, $2.00 to nonsubscribers. Consumers Union, Mt. Vernon, New York 10550.

This is believed by many consumer educators to be one of the best sources of information for the potential buyer of life insurance.

The Dark Side of the Market Place. Senator Warren G. Magnuson and Jean Carper. 1972. Updated Edition. 186 pp. $2.45. Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632.

"...a pulsating and indelible account of consumer injustice and its big and small business perpetrators..." - Ralph Nader.

The Disaster Lobby. Melvin J. Grayson and Thomas R. Shepard. 1973. 256 pp. $7.95. Follett Publishing Company, 1010 West Washington Boulevard, Chicago, Illinois 60607.

Subtitle--"Prophets of Ecological Doom and Other Absurdities." The jacket on the book states, "This book is a hard-hitting and controversial expose of our recent crop of disaster-minded dogooders." The authors attack with great vehemence those who are staunch advocates of controls on air and water pollution, the FDA, the FTC, consumer advocates, women "libbers," student activists, and others. The book is worth reading just to see what extremes writers will go to attack those they accuse of going to extremes.

Ending Insult to Injury: No-Fault Insurance for Products and Services. Jeffrey O'Connell. 1975. 279 pp. $7.95. University of Illinois Press, Urbana, Illinois 61801.

The author was the co-author of the book that proposed no-fault auto insurance in 1965. In this book he advocates the extension of the no-fault principle to all kinds of accidents including cases of medical malpractice and injuries by consumer products. A very readable book.

Health Foods: Facts and Fakes. Sidney Margolius. 1973. 293 pp. $6.95. Walker Publishing Company, 720 Fifth Avenue, New York, New York 10019.

New York Times reviewer stated, "It is a tribute to Mr. Margolius to say that almost any reader of his book will be able to save its $6.95 cost after a few trips to the supermarket." An invaluable book on the subject that is made even more valuable by its many useful appendixes, references and a glossary of nutrition and health food terms.

How to Buy Food: Lesson Aids for Teachers. Agriculture Handbook No. 443. 1973. $.80. U. S. Government Printing Office, Washington, D.C. 20402.

Seven lessons are developed around meats, dairy products, eggs, poultry, fresh fruits and vegetables, canned fruits and vegetables, and how to get more for your money. Single free notification copy of AH-443 will be sent to teachers on request. Write: Information Division, Agricultural Marketing Service, U.S.D.A., 26 Federal Plaza, New York, New York 10007.

How to Live Cheap But Good. Martin Poriss. 1971. 319 pp. $6.95 hardback. $3.95 paperback. American Heritage Press, 330 West 42nd Street, New York, New York 10036.

Subtitle - "A Primer for people with high tastes and low incomes." A book for "do-it-yourself" persons.

Let's Go to a Supermarket. Victoria L. Chapman. 1971. 46 pp. Hardback, $2.68. G. P. Putnam's Sons, 200 Madison Avenue, New York, New York 10016.

A picture reading book for the beginning reader. An interesting little book that introduces the youngster to the supermarket.

Licit and Illicit Drugs. Edward M. Brecher and the Editors of Consumer Reports. 1972. 640 pp. Hardback $12.50. Little, Brown and Company, 34 Beacon Street, Boston, Massachusetts 02106. Paperback $4.00. Consumers Union, Mt. Vernon, New York 10550.

"The Consumers Union Report on Narcotics, Stimulants, Depressants, Inhalants, Hallucinogens and Marijuana -- Including Caffeine, Nicotine and Alcohol." There is no doubt that this is one of CU's most important reports.

Life Insurance Fact Book. 1974. 126 pp. Free. Institute of Life Insurance, 277 Park Avenue, New York, New York 10017.

This annual publication has a wealth of life insurance statistics. Some of the interesting statistics: 16% of the ordinary life policies are on children under the age of 15; the average insured family has about $28,800; lapses and surrenders of ordinary life policies was 6.3%, or one out of every 16 ordinary life policies in force.

Life on Paradise Island. W. Harmon Wilson, Roman F. Warmke, J. Willard Harris. Scott, Foresman and Company, 1900 East Lake Street, Glenview, Illinois 60025. 1970. $2.73. $.36 TE. Interest Level: 4-6.

The story is about a Jubilant tribe on Paradise Island and how they use their limited resources. It also describes the flow of goods, services, and money developed on the island, and how the tribe's decisions influenced the economic system developed.

Living in a Consumer's World. Milton Finkelstein and Arthur Nitzburg. 1974. 405 pp. List price hardcover - $6.80, softcover - $5.60. Globe Book Company, 175 Fifth Avenue, New York, New York 10010.

For junior and senior high students. Reading level: 5-6. Six areas are covered: automobiles, nutrition, clothing, appliances, housing, and future financial security. Includes an 11-page mini-dictionary. Teacher's guide available.

My Allowance and How I Use It. John M. Taylor. Ideal System Company, P. O. Box 1030, Berkeley, California 94701. Family Management Series. $1.69. Interest level: 4-8.

A colorful book designed to help children learn the basis of money management. Included are carefully researched instructions to parents and children, elementary planning and record-keeping forms, gift calendar, small loan forms (with interest), and envelopes for enclosing money in categories corresponding to the planning forms.

New Consumerism: Selected Readings. William T. Kelley. 1973. 590 pp. $8.50. Grid, Inc., 4666 Indianola Avenue, Columbus, Ohio 43214.

These 48 readings cover the consumer movement from its historical origins to "Consumerism, 1990." The reader of this volume will be well versed in depth and breadth of consumerism.

The Poor Pay More. David Caplovitz. 1967. Free Press.

The first in-depth study on the subject.

The Shopper's Guidebook to Life Insurance, Health Insurance, Auto Insurance, Homeowner's Insurance, Doctors, Dentists, Lawyers, Pensions, etc. Herbert S. Denenberg, edited by Arthur E. Rowse. 1974. 156 pp. $5.95 cloth. $3.50 paper. Consumer News, Inc., 813 National Press Building, Washington, D.C. 20045.

This guide includes 23 of the Shopper's Guides developed by Denenberg when he was Commissioner of the Pennsylvania Insurance Department. This is an excellent guide to check out before buying any of the services covered by the guide.

Sue the B*st*rds--The Victim's Handbook: How to Get Even in Small Claims Court--Cheap, Quick, and Without a Lawyer. Douglas Matthews. 1973. 228 pp. $6.95 hardback, $2.95 paperback. Arbor House Publishing Company, 757 Third Avenue, New York, New York 10017.

"Mr. Matthews has some illuminating and extremely useful guidance to offer on how to prepare for a case in small-claims court, how to conduct yourself when you are there, and what to do after the case is over. Text covers 148 pages, appendices include state-by-state information on small claims courts and typical legal documents.

What About Metric? 1973. 16 pp. $.80. U.S. Government Printing Office, Washington, D.C. 20402.

A simple, well illustrated, interesting discussion about the metric system.

You Are a Consumer. Pauline G. Garrett and Edward J. Metzen. 1972 Revised Edition. 177 pp. $2.80. Ginn and Company, 274 Wyman Street, Waltham, Massachusetts 02154.

Specifically aimed at teen-agers, this text includes the basic principles of economics and emphasizes the importance of sound money management.

You: The Consumer. Bertram L. Linder and Edwin Selzer. 1973. 190 pp. $3.75 hard cover, $2.52 soft cover. William H. Sadlier, Inc., 11 Park Place, New York, New York 10007.

This school text for teenagers covers practically all of the topics one would expect in limited detail. It seems to be geared more toward the younger teenager and/or the teenager with a limited reading ability. There is a 25-page teacher's guide.

Your Clothing Dollar. 1972. 40 pp. $.25. Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601.

An attractive junior-senior high booklet to help students in choosing, using, and caring for their clothes.

PERIODICALS

ACCI Newsletter. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Missouri 65201. Membership dues $10 per year includes nine issues of the Newsletter, 3 issues of the Consumer Education Forum, and 2 issues of the Journal of Consumer Affairs.

Changing Times. Monthly publication of Kiplinger Washington Editors, Inc., 1729 H Street, N.W., Washington, D.C. 20006. $7.00 per year.

Consumer Federation of America News. Monthly publication, approximately 6 pages, $15 per year. Consumer Federation of America, Suite 901, 1012 14th Street, N.W., Washington, D.C. 20005.

This is the way to keep up with what the Consumer Federation of America is doing and what CFA thinks needs to be done to be of service to consumer citizens.

Consumer Information. Quarterly publication. Consumer Information, Public Documents, Distribution Center, Pueblo, Colorado 81009. Free.

An index of selected federal publications of consumer interest.

Consumer News. Published twice a month by the Office of Consumer Affairs, Health, Education and Welfare Department, Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. $4.00 per year.

Con$umer New$week. 4-page weekly. $15 per year, special introductory rate $5.95 for six months. Consumer News, Inc., 813 National Press Building, Washington, D.C. 20004.

"Featuring news you can use from the Nation's Capital." This newsletter keeps one current on federal government action in particular.

Consumer Reports. Monthly publication of Consumers Union of the United States, Inc. P. O. Box 1000, Orangeburg, New York 10962. $11.00 for one year, 5 or more concurrent subscriptions entered together, prepaid as a group mailed to individual address-$8.00 per year. Classroom rate $.25 per month if 20 or more are ordered.

Consumers' Research Magazine. Monthly publication of Consumers' Research, Inc., Washington, New Jersey 07882. $9.00 per year.

Consumer Views. 4-page monthly. Free. First National City Bank, 399 Park Avenue, New York, New York 10022.

Each issue covers one topic in-depth and in a most helpful way.

Current Consumer magazine, available starting September, 1976. With a minimum order of 15 subscriptions, for nine issues during the school year, the subscription price is $2.95. Curriculum Innovations, Inc., 501 Lake Forest Avenue, Highwood, Illinois 60040. Teacher Desk copy and Teacher's Supplement free.

The only consumer or economics periodical written especially for Junior and Senior High School students. Order now for fall use.

FDA Consumer. Published monthly except for combined July-August, December-January issues by the Food and Drug Administration. Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. $8.55 per year.

For Your Information. Illinois Consumer Education Association Newsletter, edited by Gladys Bahr, 717 Emerson Street, Evanston, Illinois 60201 and Hayden Green, Oak Park-River Forest High School, 201 North Scoville, Oak Park, Illinois 60302. Subscription included in $5.00 membership fee to Illinois Consumer Education Association.

Updates teachers on state and national events, provides a forum for teaching ideas, as well as a review of selected resource materials.

Money. October, 1972. 100 pp. $1.50. Charter subscription $12.00 for one year. 541 North Fairbanks Court, Chicago, Illinois 60611.

Time Inc. has introduced a new monthly magazine, Money. "The promise of Money: To discuss each month in detail how to make, save, invest, and spend money." The goal: "Help you to gain a greater measure of control over your personal finances."

The Money Learning Program: A Contemporary Approach to Consumer Mathematics and Education. Monthly September through June. A module per month containing 5 copies of Money magazine, pupil strategies ready for reproduction, teaching strategies, performance objectives, answer keys, and recommended uses of each monthly issue of Money, $70. Money Learning Program, Dayton Building, Morris Plains, New Jersey 07950.

This learning program is based on the magazine, Money. An analysis of the magazine is probably the best way to see if this program is for your junior or senior high class.

Teaching Tools for Consumer Reports. Monthly September to May, except December. Consumers Union. Approximately 24 pp. 8-issue subscription for $5.00 or free with the School Order Plan for classroom copies of Consumer Reports magazine (25¢ per copy of Consumer Reports, minimum order 20 copies per issue, September through May, except December). Consumers Union, Orangeburg, New York 10962.

Teaching Tools has been revised to provide teachers with more specific and practical help in teaching the current consumer topics covered by Consumer Reports.

FILMS

Advertising: Information, Persuasion or Deception. 1973. 16 mm color sound film, 12 1/2 min. $155.00, 30-day preview screening period. Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614.

A well-done introduction to advertising for junior high through adult level. Shows and discusses a lot of interesting ads. Differentiates between informational and manipulative uses of advertising.

Before You Take That Bite. 1974. Color film with sound. 14 min. Purchase price $185.00. Rental price $15.00. FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604.

A well-done film on nutrition that should hold attention while it gets across valuable nutrition information. Appropriate for upper elementary/ junior-senior high students.

Buy, Buy. 1973. Color film with sound. 20 min. Purchase price $250.00. Rental $21.00. Churchill Films, 662 North Robertson Boulevard, Los Angeles, California 90069.

"Advertising is a game of profitable lies." This film dissects TV commercials with the comments made by the admen and producers who make them. For junior, senior, and college level.

Buying an Automobile. 1973. Color film with sound. 14 min. Purchase price $200.00. 3-day rental $20.00. AIMS Instructional Media Services, Inc., P. O. Box 1010, Hollywood, California 90028.

Geared for junior and senior high school students, but usable for adult education. A straightforward presentation about buying a used car, getting it financed, getting insurance, and the costs of services. Good for an introduction to car ownership.

Cars That Crash and Burn. 1973. 16 mm color sound film. 27 min. Purchase price $200.00. Free loan basis. Harvest A-V, Inc., 309 Fifth Avenue, New York, New York 10016.

An exceptionally forceful film prepared by the Insurance Institute for Highway Safety. Tests are made and the results are shown of fire dangers from rear end collision due to the lack of adequate safety standards for fuel tanks. For junior high and up.

Caught. 1972. 16 mm color film with sound. 25 min. $295.00. 2-day rental charge $45.00, preview privileges. Cinematic Concepts Corp., 1817 Union Street, San Francisco, California 94123.

An exceptionally well-done film on the message, "Shoplifters and thieves beware...you're going to get caught!" This forceful film emphasizes consumer responsibility to be honest.

Consider It a Bargain. 1973. 16 mm color sound film. 7 min. Purchase price $50.00. Rental fee $2.50, catalog no. 9204. Bureau of Audio-Visual Instruction (BAVI), University of Wisconsin-Extension, 1327 University Avenue, P. O. Box 2093, Madison Wisconsin 53701.

The film is designed to trigger discussion about bait-and-switch advertising techniques. Geared for junior-senior high.

The Consumer Game. 1973. 16 mm color sound film. 17 min. $280. Rent $20. Pyramid Films, Box 1048, Santa Monica, California 90406.

Would serve as an excellent introduction to a unit on consumer deception and manipulation in the supermarket. Cynically flip, host Arte Johnson coaches viewers in the fine sport of winning the consumer game. For ages 12 through adult.

Consumer Power: Whistleblowing. 1973. 16 mm film, sound, color. 23 min. Price $310.00. Rental $25.00. BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404.

An exceptionally well-done film for ages junior high through adults. It features Ralph Nader making an ethical case for "whistleblowing," i.e., telling on those companies that abuse the consuming public and the public in general. Well done and worth considering.

Consumer Skills Series. 1976. A series of six color sound films. Average 13 1/2 min. each. Price per film varies from $167 to $230. Coronet Films, 65 East South Water Street, Chicago, Illinois 60601.

This new film series centers on these topics--budgeting, buying for immediate use, buying for long-term use, buying services, buying on credit, and saving and investing. A well-done series geared for junior and senior high. Preview with intent to purchase privileges.

Consumerism: Let the Seller Beware. 1970. 22 min. Color, 16 mm sound film. Handling fee $10.00. Consumers Union Film Library, 267 West 25th Street, New York, New York 10001. Purchase price $325 from Hobel Leiterman Productions Ltd., 573 Church Street, Toronto 285, Ontario.

An exceptionally fine film featuring segmented interview with Ralph Nader which provides incisive commentary on a whole range of consumer issues.

A Credit Cart Bouquet. 1973. 16 mm film, color, sound. 10 min. Price $130.00. Communications Group West, 6335 Homewood Avenue, Hollywood, California 90028.

A nice little introduction to some of the problems concerning consumer credit. Brief discussions about half a dozen points concerning debt. For junior high through adult ages.

Doing Great Things. 1971. 16 mm sound color film. 15 min. Free loan. Modern Talking Picture Service, Inc., 2323 New Hyde Park Road, Hyde Park, New York 11040.

Promotes basic nutrition awareness among youngsters through presentation of athletes and astronauts in training and action. 4th through 8th grade audiences. Sponsored by Kraft Foods.

The Food Platform. 1973. Color sound film. 20 min. Purchase price $260. Rent $20. Pyramid Films, Box 1048, Santa Monica, California 90406. Elementary and up.

The basics of proper diet and sensible eating become exciting in this innovative and allegorical film. The setting is a national convention with one party working to get elected by pleasing the taste buds, while the other works for the good nutrition platform.

The Great Food Show. 1974. 16 mm color sound film. 14 1/2 min. Free loan. Modern Talking Picture Service, Inc., 2323 New Hyde Park Road, New Hyde Park, New York 11040.

Presents basic nutrition concepts through animated cartoon stories and live action sequences of children, for K through 3rd grade. Emphasis is on the basic four food groups. Teacher Guide and handouts included.

Harry J. Woods Is At the Door. 1973. 16 mm color sound film. 13 min. Price $170. Rental $17. Communications Group West, 6335 Homewood Avenue, Hollywood, California 90028.

An interesting film on fraud in the selling of home siding, magazines, and a sewing machine. Should hold attention. For junior high through adult ages.

If the Fergi Fits, Wear It. Walt Disney Educational Media Company, 800 Sonora Avenue, Glendale, California 91201. 1975. $285. 21 min. 16 mm color sound film. Interest level: 6-9.

Film demonstrates dynamic principles of free enterprise as young people discover the problems and profits of operating a T-shirt business.

Just Pennies a Day. 1973. 16 mm color sound film. 4 min. Purchase price $50. Rental fee $2.50. Catalog no. 9205. Bureau of Audio-Visual (BAVI), University of Wisconsin-Extension, 1327 University Avenue, P. O. Box 2093, Madison, Wisconsin 53701.

This brief film is designed to trigger discussion about door-to-door selling. Geared for junior-senior high.

Just Sign Here. 1969. 14 min. 16 mm color film. Rental fee $12 one day, 2nd day $6, week rate $24, sale price $150. Association Instructional Materials, 600 Madison Avenue, New York, New York 10022.

An exceptionally well-done, timely, and up-to-date film which covers the experience of couples buying under four different types of credit misrepresentations. Filmed for the Better Business Bureau of New York with the cooperation of the Better Business Bureau of Harlem. Appropriate for junior and senior high, college and adult groups.

The Key to Consumerism, a series of nine 16 mm color sound films for junior-senior high school consumer education produced by FilmFair Communications, 10900 Ventura Boulevard, Studio City, California 91604. Free preview privileges. This Fraud, 8 1/4 min., $115, Rental $10; Tommy's First Car, 11 min., $145, Rental $15; Your Right to a Hearing, 9 1/2 min. $130, Rental $10; The Buy Line, 11 1/2 min. $180, Rental $15; Read Before You Write, 6 1/4 min., $100, Rental $10; Magical Disappearing Money, 11 min., $145, Rental $15; Foot in the Door, 10 min., $140, Rental $15; There is a Law Against It, 8 min., $115, Rental $10; and On Your Own, 23 1/4 min., $300, Rental $30. A descriptive brochure of the nine films is available free. 1972.

Seven of the films deal solely with California law, but many points would be applicable in other states. Also available in Spanish.

Maintaining an Automobile. 1973. Color film with sound. 11 min. Purchase price $150. 1-3 day rental $15. AIMS Instructional Media Services, Inc., P. O. Box 1010, Hollywood, California 90028. Grade level: Junior high-Adult.

A good, straightforward presentation of how to get car repair work done and how not to get it done.

Make Mine Metric, Or How I Learned to Stop Worrying and Love the Gram. 1975. Color sound film. 13 min. $200. Rental $20. Pyramid Films, Box 1048, Santa Monica, California 90406.

A pop culture type film which introduces the metric system for grades 5-12.

A Metric America. 1974. Available in both 16 mm and filmstrip, color and sound format. 16 min. Film $240, Rental fee $30. Six-part filmstrip with records $90, with cassettes $102. AIMS Instructional Media Services, Box 1010, Hollywood, California 90028.

This well-done, up-beat animated audiovisual shows why America is going metric--teaches basic metric weights and measures. Junior high-adult level, particularly for those who know little about metric.

Metric Measure Made Easy. 1974. 16 mm color sound film. 14 min. Rental fee $20. Purchase $230. AIMS Instructional Media Services, Box 1010, Hollywood, California 90028.

This is an elementary grade version of A Metric America. A good job is done in introducing the metric system, both terms and measures, for the younger student.

Money -- What It's Worth. 1975. Color sound film. 15 3/4 min. $210. Rental $20. FilmFair Communications, 10900 Ventura Boulevard, P. O. Box 1728, Studio City, California 91604.

An elementary, but interestingly done, discussion of barter, money, inflation, supply, and demand. More specifically oriented toward social studies and economics classes. Grade level: 4th thru 12th.

Mrs. Peabody's Beach. Walt Disney Educational Media Company, 800 Sonora Avenue, Glendale, California 91201. 1975. $310. 24 min. 16 mm color sound film. Interest level: 6-9.

Discovery of an apparent deserted beach leads to a practical course in the laws of supply and demand, capital investment and depreciation, diminishing returns, and other aspects of basic economics.

Nutritional Quackery. Approximately 1973. 16 mm color sound film. 20 min. Price $285. Free previewing. AIMS Instructional Media Services, Inc., P. O. Box 1010, Hollywood, California 90028. For junior high age through adults.

The film is built around a health quack expounding the four favorite myths of nutritional quackery, and then his arguments are met systematically and scientifically. The important role of the Food and Drug Administration is demonstrated throughout.

Scrooge McDuck and Money. Walt Disney Educational Media Company, 800 Sonora Avenue, Glendale, California 91201. 1975. $220. 16 min. 16 mm color sound film. Interest level: 5-9.

Scrooge McDuck uses songs, dance, and lively choruses to educate the boys--and your students--in money matters. Scrooge briefs them on the history of money and introduces a basic economics vocabulary. Then he demonstrates the concept of how money flow influences inflation and deflation, and illustrates how both individuals and the government must budget their money. Finally, sensible Scrooge teaches them investing and wise use of surplus capital.

The Sugar Cereal Imitation Orange Breakfast. 1975. Color sound film. 8 min. $170. Rental $20. Benchmark Films, Inc., 145 Scarborough Road, Briarcliff Manor, New York 10510.

Comedian Marshall Efron shows in a most humorous way how dumb a consumer can be. Sugar cereals and imitation orange juice products take a verbal beating. For grade 5-adult.

Why Do You Buy? 1971. 9 min. 16 mm color film. Sale price $125, Journal Films, Inc., 909 West Diversey Parkway, Chicago, Illinois 60614. Rental $4.50, Brigham Young University, Provo, Utah 84601.

Oriented toward junior/senior high school students, this film illustrates the reasons why we buy what we do, both for primary needs as well as secondary needs.

A World Without Money. Walt Disney Educational Media Company, 800 Sonora Avenue, Glendale, California 91201. 1971. $195. 14 min. 16 mm color sound film. Interest level: 6-9.

Money as a means of exchange is traced from sea shells through coins, currency, bank checks to credit cards. The film also outlines constructive consumer patterns and acquaints students with the economic concepts underlying the institution of credit cards.

You Irresistible You. 1975. Color sound film. 11 min. $180. Rental $20. Benchmark Films Inc., 145 Scarborough Road, Briarcliff Manor, New York 10510.

Comedian Marshall Efron presents a humorous satire on male cosmetics and waterbeds. The question that might be left in the minds of the viewers is, "Why do we buy what we do?" Entertaining, but it also makes its point. Grades 5-college.

You Owe It to Yourself. 1974. A series of ten--16 mm color sound films. 30 min. each. Rental fee $13 per film. Audio-Visual Center, Box U-1, University of Connecticut, Storrs, Connecticut 06268. Sale price $200 per film, payment must accompany order payable to Consumer Education Development Company, Box 424, Storrs, Connecticut 06268. Publications to accompany series: Pretest, Posttest, Leader's Guide, Personal Data Sheet, Leader's Questionnaire, Leader's Manual, 25 Viewer's Guides, 25 Student Guides, have been prepared for each of the 10 lessons, $25 for each set. Payment must accompany order payable to Consumer Education Development Company, Box 424, Storrs, Connecticut 06268.

You Owe It to Yourself is a ten-part public television quiz show series on personal finance and money management featuring Allen Ludden as host. Ten topics are covered: budgeting, consumer credit, housing, social security, life insurance, health insurance, auto and homeowner's insurance, banking, investments and risk capital, and wills and estates. The viewing audience may play the game and keep track of how well they can do. One should preview one of the films to get an idea of its format and impact. Some of the questions and answers are questionable, and the format of the show does not give the viewing audience enough time to choose some of the answers. The series was produced under a grant from the National Association of Life Underwriters.

FILMSTRIPS

Alice in Consumerland. MRC Educational Media, Inc., 7355 West Garden Street, River Forest, Illinois 60305. 1974. $65. Five color filmstrips with cassette tapes. Interest level: K-3.

Helps to make young children aware of the problems they will encounter and do encounter as consumers: budgeting, distribution, comparison shopping, persuasive advertising, defective merchandise. The imaginative stories and charming characters make learning a fun-filled experience. Most of all--it prepares youngsters for their own adventures in "Consumerland."

The Business of Banking. 1975. 2 color filmstrips, 71 and 56 frames, 10 and 8 minutes, with cassette or record $26. Guidance Associates, 757 Third Avenue, New York, New York 10017.

Part I discusses what banks do, and Part II explains how banks create money. For grades 5-8. Includes 38-page discussion guide with complete narration. Particularly suitable for economics and social studies.

Buyer Beware! Guidance Associates, 757 Third Avenue, New York, New York 10017. 1972. One filmstrip with record or cassette and discussion guide. $25. Grades 8-12.

Probes a wide variety of frauds and misrepresentations commonly found in advertising, retail practices, and labeling; gives students specific awareness of what to watch out for as they make ordinary and special purchases.

Concerning Young Consumers. MacMillan Library Services, 222 Brown Street, Riverside, New Jersey 08075. 1975. Six filmstrips, approximately 75-80 frames each, 12 min. each, with 6 records or cassettes. Complete series $108. Grades 4-8. Titles are: What's Behind the Price Tag? Are You Getting the Message? Does Shopping Mean Buying? How Do You Pay For It? Do Consumers Have Rights? When Does Value End?

Program instills a sense of values in students by showing them the difference between "I want" and "I need." Examples such as the purchasing of records and books and the budgeting of an allowance are used.

Consumer Education: Buyer Be Wise. 1974-75. 4 color filmstrips, average 56 frames, 12 to 18 minutes, with 4 cassettes $56., with 4 records $52. Individual filmstrip and record $14.50. Individual filmstrip and cassette $16.50. Teaching Resources Films, 2 Kisco Plaza, Mt. Kisco, New York 10549.

The New York Times Educational Service has done a good job in developing this series for grade levels K-3, and alternate grade levels 4-6. The titles indicate the topics covered: "Budget, Batteries, and Bicycles"; "Supershopper Goes to Market"; "Health Is a Best Buy"; and "And Now, A Word From Our Sponsor." The advertising one is particularly good. Includes a 20-page teacher's guide that contains the entire narration plus synopsis and student activities.

Consumer Education Series. 1972. Series of six filmstrips with six cassettes or six records. Color, 55 to 81 frames per filmstrip. 12 to 18 minutes length. Filmstrip with cassette or record $20.50 each, complete series $99.50 with records or cassettes. Doubleday Multimedia, P. O. Box 11607, Santa Ana, California 92705.

A well-done filmstrip series for junior, senior high students. The basic six topics covered are: a broad introduction to consumerism, consumer fraud, shopping the supermarket, impulse spending, investments, and consumer law. A couple of the filmstrips were particularly good in both the format and information covered.

Consumerland: How High the Mountain? 1972. 132-frame color filmstrip. $17.50 with either record or cassette. Argus Communications, 7440 Natchez Avenue, Niles, Illinois 60648.

A cartoon format is used to get across many aspects of "consumerism." Could be used as an introduction to consumer education. No specific subject is covered in any degree of depth.

Credit: A Consumer Resource. 1970. 35 mm filmstrip. 58 frames. Color. 9 min. $12.50. Ed. and Consumer Relations, J. C. Penney Company, 1301 Avenue of the Americas, New York, New York 10019.

A good job is done on three subjects--Attitudes toward credit, Different types of credit, and Shopping for credit. Case studies, transparencies and a teacher's guide are included. Particularly oriented for junior, senior high and adult education.

Dollars and Sense. Learnmart Corporation, 3382 Commercial Avenue, Northbrook, Illinois 60062. 1971. $57. 6 filmstrips with cassette tapes. Interest level: 4-6.

Filmstrips are designed to help children gain a better understanding of concepts relating to money and to simple economic principles and procedures. Topics: How Money Goes Round and Round, Different Kinds of Money, How Money is Made, How We Borrow Money, How Budgets Work, How Taxes Work.

Economics for Primaries. Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614. 1973. Set of 4 filmstrips, 4 records, color poster, 4 teacher's manuals. $76. Complete set with 4 cassettes $84. Primary level.

Titles include: The Toy Store, The Doghouse, The Breakfast, The Garden. Filmstrips involve children in real situations with products and services relevant to the student's world.

Educators Guide to Free Filmstips. 1974. 26th ed., 210 pp. $9.25. Educators Guide to Free Tapes, Scripts, Transcriptions. 1974. 21st ed., 366 pp. $9.50. Educators Guide to Free Films. 1974. 34th ed., 851 pp. $12.75. Order from Educators Progress Service, Inc., Randolph, Wisconsin 53596.

These well-established and well-accepted listings of resource materials include listings for consumer education. Materials are well indexed and annotated. The 1974 editions include Canadian and Australian Availability Indexes.

Elementary Economics: Choices and Values. BFA Educational Media, 2211 Michigan Avenue, P. O. Box 1795, Santa Monica, California 90406. 1973. 6 sound/color filmstrips. $102. Interest level: 4-6.

Series invites students to think about the wide range of economic choices available. Topics included are budgeting, jobs and income, shopping, taxes, environment, choices, and values.

The Exploited Generation. Guidance Associates, 757 Third Avenue, New York, New York 10017. 1969. Two filmstrips with records or cassettes and a discussion guide. Cost of series $48.50. Grades 8-12.

An analysis of mass media advertising; appeals to insecurity, conformism; manipulation of youth styles; ways to fight such exploitation.

Foods to Help Us Grow. 39 frame, 35 mm filmstrip, color. Cassette or LP record. 9 min. $12.50. RMI Film Productions, 4916 Main Street, Kansas City, Missouri 64112.

A colorful aid in teaching children, grades K-3, the names of various foods, their category, and the concept of a balanced diet. Ten-day return privilege.

Getting The Things You Want. 1972. 30 frames, color, slide set $13.00. Filmstrip $5.50. Cassette $3.00. Order slide set from Photography Division, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250, order filmstrip from Photo Lab., Inc., 3825 Georgia Avenue, N.W., Washington, D. C. 20011.

For young children, to give them an understanding of using their personal resources--time, energy, talents--to achieve a goal.

Getting Your Money's Worth. 1971. 6 filmstrips, average 60 frames each, color. 3 records or 3 cassettes one side for each filmstrip, average 16 min. each. 6 mini-teacher's guides with complete scripts, each filmstrip with teacher's guide $9.00, each record $6.50, each cassette $6.50. Set of 6 filmstrips, 3 records or cassettes, 6 teacher's guides $68.00. Singer Education and Training Products, Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614.

Geared for junior-senior high and adult education, this well-done series covers these subjects: "Why You Need Consumer Know-How," "A Blueprint for Money Management," "Buying Wisely," "Making Credit Work for You," "Saving to Reach Your Goals," and "Let the Buyer Beware."

Introducing the Metric System. 1972. 4 filmstrip series in color with 4 records, average 33 frames each. 7 min. each. $58 for the set. BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90404.

A very basic and well-done teaching series for elementary and junior high students. The topics covered: The meaning of metric; Measuring lengths; Volume and mass; and Converting to metric.

Learning About Consumer Education. 1973. Series of four filmstrips and four cassettes, color, approximately 36 frames each, approximately 7 min. each. Complete series $65. Doubleday Multimedia, P. O. Box 11607, Santa Ana, California 92705. Grade level: K-6.

A well-done series for young consumers covering four topics: mail order coupons, novelty buying, commercials on television, and department store shopping. Consumer educators of K-6 should be sure to request preview privileges for this series.

Learning About Money. United Learning, 6633 West Howard Street, Niles, Illinois 60648. 4 sound (cassette) filmstrips with guide. 1973. $55. Intermediate level.

Titles include: Money--What Is It?, Money--Planning a Budget, Money--How to Spend It, Money--How Much Do You Need? Creates an awareness of the meaning of money and what it can do. Students see youngsters like themselves planning a budget, understanding how banks work, saving and buying.

Learning to Be A Wise Consumer. 1975. 4 color filmstrips. Average 75 frames, average 11 minutes, with 4 cassettes or 4 records $77.50. Guidance Associates, 757 Third Avenue, New York, New York 10017.

A particularly well-done series for grades 4-6. Titles of the four filmstrips--"Who Is a Consumer?," "Consumer Choices," "Buying Wisely," and, "The 2 R's -- Rights and Responsibilities." Many consumer topics are introduced in the series. Includes 90-page teacher's guide with complete narration.

Let the Buyer Beware. 1971. A series of 6 color filmstrips. Approximately 53 frames each, with 3 cassettes or 3 LP records. Complete set with teacher's manual $54 with cassettes, $53.50 with records, single filmstrip $6.50, single cassettes $5.95, single record $5.75. Eye Gate House, 146-01 Archer Avenue, Jamaica, New York 11435.

This series is designed specifically for use in the elementary grades. A free printed "Quickstrip" will be sent on request. It shows a sampling of the pictures and narration. Subjects covered include advertising, safety, quality, values, and bargains.

Making Ends Meet. Guidance Associates, 757 Third Avenue, New York, New York 10017. 1972. One filmstrip with record or cassette and discussion guide $25. Grades 8-12.

Structures a model family budget emphasizing orderly allocation of money resources, the importance of staying within preset limits, flexibility in viewing priorities and particularly in approaching purchases of luxury.

Making the Most of Your Money. 1975. 5 filmstrips and 5 cassettes. Color. Average 60 frames each. 15 min. each. Complete kit including complete scripts and guides $69.95. Educational Activities, Inc., 1937 Grand Avenue, Baldwin, New York 11510.

The following ten topics are touched upon briefly in these five cassettes and filmstrips: managing money, spending money, saving, borrowing, buying a used car, buying a house, contracts, credit rating, high cost of dating, buying clothes. Basically for use as a brief introduction to the topic to be discussed. Grades 7-12.

The Metric Song. 1974. Color filmstrip. 31 frames, with cassette. 5 min. $4.00 or see your local Penney's store manager for free loan. Educational Relations. J. C. Penney Company, 1301 Avenue of the Americas, New York, New York 10019.

A clever introduction to the metric system with a lively musical background for junior and senior high students. Included in the filmstrip are four basic measurement charts.

Money Talks or You've Got to Have a Plan, Man! 1973. 93 frames, 35 mm color filmstrip with cassette. 16 1/2 min. Price of $3.50 includes filmstrip, cassette, teacher's guide, and 50 student leaflets. Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601.

Directed to junior-senior high students, this filmstrip consists of 4 individual parts which may be used as a unit or one at a time. The first deals with setting up a money management plan. The rest dramatizes the money management experiences of teen-agers in school, singles on their first job, and a newly married couple who are both working. This should hold a student's attention.

Money Well Spent. Guidance Associates, 757 Third Avenue, New York, New York 10017. 1972. One filmstrip plus record or cassette and discussion guide. $25. Grades 8-12.

Describes the vastness of our American economy; discusses the relationship between consumer and seller/advertiser; considers sales appeal based on insecurity, gullibility; emphasizes the importance of digging hard information from ads and labels.

Nickels, Dimes and Dollars. 1975. Kit includes 4 filmstrips, average 68 frames, 4 cassettes, average 6 1/2 min. each, 4-page teacher's guide. Complete set $68. ACI Media Inc., 35 West 45th Street, New York, New York 10036.

Geared for third through sixth graders, this series deals with four topics: "Earn and Save," "Shop With Care," "Make It Yourself," and "Fix It Yourself." Does a good job in dealing with money problems a youngster can understand.

Personal Finance: You and Your Money. 1976. Kit includes 6 filmstrips, average 75 frames, 6 cassettes or 6 records, average 12 min., 40-page teacher's guide, and 30 copies of 96-page student activity book. Complete kit with records or cassettes $195. Butterick Publishing, P. O. Box 1945, Altoona, Pennsylvania 16603.

Six topics are covered: the money game, budgeting, credit, taxes, insurance, and consumer rights. The filmstrips are rather similar in coverage to other consumer filmstrip series, but the student workbook and teacher's guide make this an exceptional kit well-worth considering for grades 7-12. Thirty-day trial period at no risk.

Our Credit Economy. 1969. 2 filmstrips, 70 and 59 frames, color. Two 12-inch 33 1/3 rpm records or 2 cassettes, 10 and 9 minutes each. $35 with records, $39 with cassettes. Guidance Associates, Pleasantville, New York 10570. Junior-senior high level.

Part I discusses the growth of credit, and advantages and disadvantages. Part II focuses on the credit card.

To Serve A Nation. Approximately 1973. 85 frame 35 mm color filmstrip with record. 15 min. See local Savings and Loan Association for a possible free copy or write U. S. Savings and Loan League, 111 East Wacker Drive, Chicago, Illinois 60601 for price information.

Produced for junior and senior high, more for social science classes, but appropriate for consumer education classes where savings are discussed. Covers a number of significant points.

Why We Use Money: The Fisherman Who Needed A Knife. Learnmart Corporation, 3382 Commercial Avenue, Northbrook, Illinois 60062. 1971. $51. 4 sound color filmstrips. Interest level: K-3.

An amusing story of how an ingenious fisherman acquires a needed knife in a village where money does not exist.

You, The Consumer. 1974. 4 filmstrips in color, each averages 56 frames, 9 min. 2 records or 2 cassettes. Each filmstrip with guide $9, record for 2 filmstrips $6.50, cassette for 2 filmstrips $6.50. Complete set with records $46.00, with cassettes $46.00. Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614. Grade level: Upper primary and intermediate.

Subjects covered: "The Commercial" -- illustrates the influence of advertising on the shopper; "Where Does Your Allowance Go?" -- shows some of the buying habits of people; "Blue Jeans, Bubble Gum and Comic Books" -- introduces the idea of marketing surveys; and "It All Works Together" -- shows some of the things that result in increased production and more jobs. This series is suitable for the slow paced learner.

MULTI MEDIA KITS

Caveat. J. B. Lippincott Company, East Washington Square, Philadelphia, Pennsylvania 19105. 1974. $96. Interest level: 8-10.

A five-part program designed for quick teacher preparation. Topics discussed are consumer behavior, earning and spending of consumer dollar, consumer action, and the consumer in the economy. Multi-media kit includes: 5 sound color filmstrips, 10 overhead projectuals, Consumer Action Handbook, and a Consumer Digest on 22 issues.

Choice. Len Sirotzki. Learnmart Corporation, 3382 Commercial Avenue, Northbrook, Illinois 60062. 1975. $2.00. Teachers' Resource.

A booklet containing 59 consumer education activities for elementary classes.

Classroom Money Management Kit. Cuna Mutual Insurance Society and Credit Union, National Association, Inc., Cuna Inc., P. O. Box 431, Madison, Wisconsin. 1973. $9.95. Level: 8-12.

Kit includes eight 21-minute consumer credit lessons on Cassette Tapes, a Personal Finance Education Guide, Suggested Guidelines K-12, Money Management Calendars, "Managing Your Money Game," Special Issues I and II of Everybody's Money, and Insurance Reprints containing nine insurance articles.

Consumerism. Scholastic, 904 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. 1975. Each unit contains 1 sound filmstrip with a record and a cassette, 1 durable board game, 16 Activity Skill Cards with 32 activities, 1 extra learning tool, and a Teachers Guide. $29.50. Grades 4-6.

Actual practice in exercising consumer rights and procedures helps students become better shoppers. . .more aware of value.

Consumerism: Getting Your Money's Worth. 1972. 48 color slides, 35 mm with notebook containing script and some teaching aids. School price $100. Fairchild Visuals, 7 East 12th Street, New York, New York 10003.

This is a well done audiovisual prepared by Annalee Gold, editor, columnist and aide to the New York Bureau of Consumer Affairs. Geared for junior-senior high and adult education, each slide touches an aspect of consumerism--food, clothing, advertising, buying for status, etc. Five-day return privilege.

E Is for Economics. Louis Fier. F. A. Owen Publishing Company, Dansville, New York 14437. 1964. $1.25. Teachers' Resource. Level 3-6.

Twenty resource units highlighting major areas of economic study. Unit consists of background information, glossary of terms, projects, activities, and bulletin board ideas.

Getting Down to Basics...About Advertising. 1974. Color filmstrip. 123 frames. 20 min. record. Teacher manual 32-pages, "Teacher Idea Piece" -- 16-pages, poster, 50 8-page student leaflets. $7.00 per kit. (Note: Procter and Gamble is offering one free kit to every junior and senior high school in the U.S.; home economics education department of teacher colleges; two-year community colleges; and county office of extension service). Procter and Gamble Educational Services, P. O. Box 14699, Cincinnati, Ohio 45214.

This audiovisual from business is about business functions. The filmstrip has 14 actual TV commercials, about half of Procter and Gamble products. This is basically an apology for advertising.

A Growing Story. 1973. Multi-media kit that includes 198 frame color filmstrip, with cassette, 17 min., 6 color transparencies, two spirit masters, wall poster, 25 handout leaflets, 40-page program guide. $12.00. Kraft Foods, Educational Department, P. O. Box 1163, Chicago, Illinois 60690.

Recommended for use at the elementary school level, but adaptable for older students and parents, and those concerned about children's nutrition. The kit is subtitled, "An Inquiry Approach to Nutrition and Career Education."

Justice in the Marketplace. 1974. 35 mm sound color filmstrip kit, 2 filmstrips 93 and 131 frames, with two records or two cassettes. Kit includes ten linemasters, a reading and resources list, exercises for review, discussion sheet, guide to teaching which includes helps and the script for the filmstrips. $43 for kit with records, $47.50 for kit with cassettes. Changing Times, Education Service, 1729 H Street, N.W., Washington, D. C. 20006.

An exceptionally well-put-together kit covering problems of getting redress directly from the supplier, third-party pressure or arbitration, government consumer protection, small-claims court, and legal assistance. Five case studies are presented. Particularly geared for high school students, but should prove of value to those a little younger or a little older.

Learning Activity Packages. 1975. Each LAP contains a teacher's guide and student instructional material on loose leaves. $12.50. Workbooks $7.50 per dozen. Level: 8-12. Unigraph Products, P. O. Box 24287, Seattle, Washington 98124.

Titles include: Advertising, Budgeting, Comparison Shopping, Consumer Rights and Responsibilities, Credit, Labels on Food and Clothing, Personal Checking Accounts.

Metric Kit. 1975. NBS Special Pub. 41. $2.00. U. S. Government Printing Office, Washington, D. C. 20402.

This kit includes a pocket-size metric conversion card, a ruler showing both inches and centimeters, a 10 x 15 in. chart depicting the metric system, and booklets giving a history and bibliography of metrication and detailing how to plan a metric changeover.

Mini Lessons from FDA. Food and Drug Administration, U. S. Department of Health, Education, and Welfare, 175 West Jackson Boulevard, Room A-1945, Chicago, Illinois 60604. 1974. Interest level: 5-8.

Short, independent, self-contained lessons covering current F.D.A. interest topics. All lessons may be reproduced for classroom use.

Multimedia Learning Resources for Consumer Education. Spring 1973. 16 pp. Free. Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20006.

This catalog lists a brief description and gives price information concerning the consumer education materials developed by Changing Times.

On Strike and other Search Economics Simulations. Scholastic, 904 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. 1974. Thirty-two page volume includes four easy-to-manage simulations. A separate eight-page Teaching Guide is included free with orders for 10 or more copies of a single volume. $.95. (Minimum order of 10 copies each). Grade level: 8-12.

Titles include: On Strike, The Big Business Game, The Battle of Ripple Creek, Madison Avenue--The Advertising Game. Simulations use skills puzzles, illustrations, or role play to bring basic concepts in economics and government to life for even the slowest readers.

Paying Your Way. John Marts. Gregg, McGraw-Hill, 5940 Touhy Avenue, Niles, Illinois 60648. 1975 Educational Game. $15.95. Level: 8-12.

Sharpens students decision making and analytical abilities as they learn to manage a stated income. Students make decisions about buying insurance, furthering their education, and purchasing a car as they calculate how to achieve the goal of acquiring a complete apartment of furniture.

Simulation Games and Activities for Social Studies. John C. Youngers, John T. Aceti. Instructor Publications, Inc., Instructor Park, Dansville, New York 14437. 1969. Teachers' Resource. $1.25. Level: 3-6.

Forty-eight page booklet of eight simulation activities. All the activities give the student an opportunity to work with social science ideas along with the concepts of economics and political science.

Understanding Taxes -- Teaching Taxes Program. Department of the Treasury, Internal Revenue Service. Available from local office. Published yearly. Interest level: 8-12.

Prepared to help students fulfill their role as a taxpayer. It informs them of the rights and responsibilities of taxpaying citizens, and it helps them learn to prepare and file income tax returns. The brochure is directed toward helping young people become well-informed taxpayers.

Your Illinois Banks. Illinois Bankers Association, 188 West Randolph Street, Chicago, Illinois 60601. 1976. Contents: 1 Teacher's Manual, 1 Student Booklet, 1 Color/Sound Filmstrip, 35 Student Tests. Interest level: 8-12.

"Your Illinois Banks" Filmstrip explains the services provided by the Illinois Banks. Students are introduced to various bank terms and to the use of banking forms, i.e., checks, deposit and withdrawal slips, statements, etc. THIS KIT MUST BE USED WITH AN AUTOMATICALLY TIMED VIEWER.

OTHER

"No Bargain for Frances: Children's Trade Books and Consumer Education," by Katherine M. Heylman. Library Journal. October 15, 1971. 6-page article, journal price $1.25. R. R. Bowker Company, 1180 Avenue of the Americas, New York, New York 10036.

This article will be of particular benefit to the elementary school teacher. Noted at the end of the article are 53 bibliography items in seven categories for the young consumer reader.

"The Other Ralph Nader," by Robert Levy. Dun's. December 1971. 2-page article, magazine price $1.00. Dun and Bradstreet Publications, 466 Lexington Avenue, New York, New York 10017.

A very interesting report on Walker Sandbach, Executive Director of Consumers Union, publishers of Consumer Reports.

"What Every Young Consumer Should Know," by Natalie Voldstad. Parents' Magazine. February 1974. 3-page article, magazine price $.60. Parents' Magazine, 52 Vanderbilt Avenue, New York, New York 10017.

"At last badly needed primary school programs in consumer education, to save children from growing up pennywise, pound-foolish--or worse, knowing the cost of everything and the value of nothing." Illustrations are taken from Oakwood Elementary School, South Huntington Union Free School District, Long Island, New York.